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ABSTRACT

The first national course by newspaper entitled "America and the Future of Man" was offered by the University of California, San Diego extension, beginning in September 1973. A series of 20 articles by distinguished scholars appeared weekly in 263 newspapers. A total of 4,974 persons enrolled in the course for credit through 188 participating colleges and universities. The impact of the course was assessed in the following ways: (1) telephone interviews were held with random samples of newspaper subscribers. The areas chosen represented four distinctly different sections of the United States. (2) A mail survey was made of persons who purchased the course kit but who did not enroll in the course for credit; (3) Essay and multiple choice examinations were administered to students enrolled in the course for credit. The characteristics of the enrolles were ascertained. Profiles were developed on the age, sex, educational attainment and other characteristics of persons in each of the 3 categories studied. The results indicate that--courses by newspaper, properly developed and promoted, could have an immense impact on American life. Appendices include the subscriber surveys, the questionnaire, and the final examination. (Author)

ED 094605

EVALUATION OF A COURSE BY NEWSPAPER

("America and the Future of Man")

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June 1974

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I. INTRODUCTION*

The first national course by newspaper entitled "America and the Future of Man" was offered by University of California, San Diego (Extension), beginning in September 1973. A series of 20 articles by distinguished scholars appeared weekly in 263 newspapers. A total of 4,974 persons enrolled in the course for credit through 188 participating colleges and universities. An additional 6,630 persons did not enroll in the course, but purchased the kit of course materials which included a 316 page Reader, a Study Guide, and other learning aids.

Impact of the course was assessed in the following ways: (1) telephone interviews were held with random samples of newspaper subscribers in San Diego, Calif.; Denver, Colo.; Shreveport, La.; Chamberlain, S.D.; and Huron, S.D. The areas chosen represent four distinctly different sections of the United States. Shreveport was chosen because it is an industrialized Southern city with a large minority population. The Chamberlain Register (South Dakota), published weekly in a rural area, added still another dimension to the analysis. The interviews ascertained the extent to which the newspaper articles were read by persons who did not take the course for credit and who did not purchase the course kit; (2) a mail survey was made of persons who purchased the kit, but who did

*The evaluation studies dealing with course enrollees and kit purchasers were supported by grants from the Exxon Education Foundation. The surveys made with newspaper subscribers were supported by grants from the National Endowment for the Humanities.

not enroll in the course for credit; (3) essay and multiple choice examinations were administered to students enrolled in the course for credit. The characteristics of the enrollees was ascertained.

Profiles were developed on the age, sex, educational attainment and other characteristics of persons in each of the three categories studied.

II. NEWSPAPER SUBSCRIBERS

A total of 2,000 telephone interviews were completed with randomly selected newspaper subscribers who had listed numbers. The interviews were distributed, as follows: San Diego, Calif., 500 interviews; Denver, Colo., 500 interviews; Shreveport, La., 500 interviews; Huron, S.D., 250 interviews; and Chamberlain, S.D., 250 interviews. All interviewing was done after 4 P.M. on week days, and on Saturdays and Sundays, in order to properly include working men and women. The interviewing was restricted to toll-free calls, but in each area extended beyond the limits of the central city. The interviewing periods, by city, were: San Diego, February 19-23, 1974; Denver, February 20-25, 1974; Shreveport, March 25-29, 1974; Huron, April 5-12, 1974; and Chamberlain, April 10-19, 1974.

The same questionnaire was used in each of the five areas. A copy of the form used in Denver appears in the Appendix. Reports on findings in each of the five cities also appears in the Appendix.

Readership of the newspaper articles on "America and the Future of Man" was, as follows:

	% of respondents reading some or all of articles	% reporting other household members read articles
San Diego Evening Tribune	24%	8%
Denver Post	24	7
Shreveport Times	18	8
Huron Daily Plainsman	27	5
Chamberlain Register	35	13

These findings indicate that approximately a fourth of all households surveyed had one or more members who had read some or all of the articles in the series. The results are particularly impressive when it is considered that high percentages of non-readers of the series reported that they were unaware of it. Percentages of non-readers of the series who were unaware of its publication were, by cities: Shreveport, 77%; San Diego, 76%; Denver, 73%; Huron, 49%; and Chamberlain, 47% (see Table 3).

Since the interview occurred in most cases after the termination of the newspaper series, and since it was not possible to present the respondent with a sample article over the telephone, it is possible that readership of the series was understated. Nevertheless, it is reasonable to assume that one or more articles in the series was read by at least 15 million persons.

The newspaper articles reached millions of people who had not previously been involved in continuing education or extension courses. Only about one-half of the San Diego and Denver readers had taken such courses, and in Shreveport, an industrial southern city with a high minority population, only 28% had had this experience. In South Dakota, the comparable percentages for Huron and Chamberlain were 20% and 26% respectively; there is a special need for continuing education in rural areas. A disproportionately high percentage of the newspaper article readers were over age 65, a group whose members usually do not attend classes. Approximately one-fifth of the readers of the newspaper articles had high school education or less.

Overwhelmingly, respondents who had read one or more articles in the series, wanted other courses by newspaper. Combining the "very interested" and "somewhat interested," the results by cities were: San Diego, 90%; Denver, 90%; Shreveport, 85%; Huron, 85%; and Chamberlain, 80%.

Those who stated that they were not interested in courses by newspaper were asked to explain their lack of interest. The principal reasons given by respondents were that they were too busy, not interested in the subject matter, or that they did not need college credits.

Asked to name topics that they would like to see featured in future courses, the leading recommendations were in the fields of history, politics, medicine, psychology, art, ecology

and environmental problems, and social issues.

Main reasons given for not enrolling in the course for credit were: don't need credits, too busy, and not interested in the subject. About 12 percent of the respondents said that they didn't know it was possible to get credit or didn't know how to enroll for credit.

Respondents were asked: "Have you taken any extension, continuing education, or adult education courses during the last five years?" The results, by newspaper, were: San Diego Evening Tribune, 52%; Denver Post, 46%; Shreveport Times, 28%; Chamberlain Register, 26%; and Huron Daily Plainsman, 20%.

As shown in Table 1 , eight percent or fewer of all telephone respondents in the five areas surveyed read ten or more of the articles. In this connection, it should be noted that the articles still were being published in the Chamberlain Register and the Huron Daily Plainsman at the times when the surveys were being made with the subscribers of these two newspapers.

Table 2 presents information on readership of the newspaper articles by household members other than the telephone respondent. If other household members were present at the time of the telephone interview, the respondent was asked to query them. However, in many cases other members of the household were not at home and information about their readership of the articles was unavailable. It is reasonable to

assume that other adult members of the household were reading the articles in about the same ratios as respondents, since sex and age factors did not markedly influence the findings.

Educational attainment was a significant factor in readership of "America and the Future of Man" newspaper articles. As shown in Table 4, persons with college experience were more likely to read the articles than those who had high school education or less.

Table 5 shows that men predominated among readers of the newspaper articles in Denver and San Diego, and that women read them more in Shreveport, Chamberlain and Huron. Table 6 presents information on readership by age groups. Persons over age 30 were more frequent readers of the articles.

Interest in additional courses by newspaper in each of the five areas surveyed is reported in Table 7. San Diego respondents provided the highest percentage of "very interested," followed by Shreveport and Denver.

Table 1

Question: "Have you read any of the articles in the series? How many of the 20 articles did you read?"

Number of Articles in "America and the Future of Man" Series Read by Newspaper Subscribers (Telephone Respondents)

Newspaper	Number of Articles Read by Telephone Respondents						
	0	1-2	3-5	6-9	10	11-19	20
Denver Post	76%	7%	8%	2%	3%	2%	2%
San Diego Evening Tribune	76	6	7	3	4	2	2
Shreveport Times	82	4	5	2	4	1	2
Chamberlain Register	65	11	14	4	0	6	0
Huron Daily Plainsman	73	11	8	3	0	5	0

Table 2

Question: "Did anyone else in your household read any of the articles? How many did he/she read?"

Number of Articles in "America and the Future of Man" Series Read by Newspaper Subscribers (Other Household Members)

Readership of Articles by Other Household Members

Newspaper	None, don't know, no other adults in home	One or more articles read
Denver Post	93%	7%
San Diego Evening Tribune	92	8
Shreveport Times	92	8
Chamberlain Register	87	13
Huron Daily Plainsman	95	5

Table 3

Question: "Were you aware that there was a course by newspaper in the (name of newspaper)?"

This question was presented to respondents who stated that they did not read any of the articles in the series.

Awareness of Course by Newspaper by Newspaper Subscribers (Telephone Respondents) Who Stated that They Had Not Read Any of the Articles in "America and the Future of Man" Series

Newspaper	Percentage Who Were Unaware of the Series
Denver Post	73%
San Diego Evening Tribune	76
Shreveport Times	77
Chamberlain Register	47
Huron Daily Plainsman	49

Table 4

Newspaper Subscribers (Telephone Respondents) Who Read One or More Articles in "America and the Future of Man" Series: Percentage Within Each Educational Attainment Category

Newspaper	Highest School Grade Completed				
	Junior High	High School	Some College	College Graduate	Graduate School
Denver Post	16%	17%	29%	30%	37%
San Diego Evening Tribune	17	16	34	45	33
Shreveport Times	9	14	22	20	54
Chamberlain Register	17	26	48	47	88
Huron Daily Plainsman	0	21	38	60	70

Table 5

Newspaper Subscribers (Telephone Respondents) Who Read One or More Articles in "America and the Future of Man" Series: Percentage Within Each Sex

Newspaper	Sex	
	Male	Female
Denver Post	32%	21%
San Diego Evening Tribune	28	25
Shreveport Times	16	19
Chamberlain Register	27	39
Huron Daily Plainsman	24	28

Table 6

Newspaper Subscribers (Telephone Respondents) Who Read One or More Articles in "America and the Future of Man" Series: Percentage Within Each Age Group

Newspaper	Under 20 years	20-30 years	31-50 years	51-64 years	65 years and over
Denver Post	13%	25%	22%	25%	34%
San Diego Evening Tribune	20	20	25	32	27
Shreveport Times	22	9	21	21	19
Chamberlain Register	50	36	36	36	26
Huron Daily Plainsman	0	10	37	21	28

Table 7

Question: "How interested are you in having other courses by newspaper of this type in the (name of newspaper)?"

This question was presented only to respondents who had read one or more articles in the series or, if the respondents had not read any, to other members of the household who had read articles in the series.

Newspaper	Extent of Interest		
	Very Interested	Somewhat Interested	Not Very Interested
Denver Post	47%	43%	10%
San Diego Evening Tribune	65	25	10
Shreveport Times	52	33	15
Chamberlain Register	24	56	20
Huron Daily Plainsman	33	52	15

III. KIT PURCHASERS

A study was made of the 6,630 persons who purchased the kit of course materials, but who did not enroll for credit. A questionnaire was mailed to a random sample of 388 kit purchasers; 65% of the forms were completed and returned. The Kit Purchaser Survey was made during the period March 23 - April 15, 1974. Persons returning questionnaires were sent a non-fiction paperback of their choice as a reward. A copy of the questionnaire employed and a report on the findings appear in the Appendix.

The profile of the kit purchasers was very similar to that of those who enrolled in the course for credit: female (61%), over age 30 (79%), Caucasian (93%), residents of areas with less than 200,000 population (62%), annual family income of $15,000 or more (51%), at least some college education (85%), extension, continuing education, or adult education courses taken within last five years (62%).

Thirty-eight percent of the kit purchasers reported that they had read the entire series of 20 newspaper articles; only 4% had read none of the articles. In addition, 35% of the respondents said that other members of their families had read one or more of the newspaper articles. Forty-nine percent of the kit purchasers shared their learning materials with other persons.

Kit purchasers overwhelmingly expressed approval of the learning materials. Ninety-two percent described themselves as

"very satisfied" or "fairly well satisfied" with the kit. Eighty-four percent thought the difficulty of the kit materials was "just about right." Fifty-eight percent indicated that their attitudes had changed as a result of reading the kit materials.

As might be expected, 94% of the kit purchasers first learned about it in a newspaper.

Thirty-three percent of the kit purchasers indicated that they would have taken the course for credit if it were offered by correspondence.

IV. COURSE ENROLLEES

A. Examination Performance

Performance in the course by enrollees was judged by scores on a difficult 30-items multiple choice final examination administered to participating students by the college or university with which they were affiliated. Information on the characteristics of persons taking the course for credit was derived from a series of 14 items appended to the multiple choice final examination. Items 1-15 on the final examination were drawn from the newspaper articles and items 16-30 were taken from the Reader. A copy of the final examination appears in the Appendix.

All participating colleges and universities received copies of the multiple choice examination and IBM answer sheets, but only about a third of the IBM answer sheets were completed and returned. Many schools no doubt elected to give examinations of their own construction or to use the essay examination developed by the University of California, San Diego (Extension). Some students completed the multiple choice examination, but did not fill in the personal data items; others filled in the personal data items, but did not take the multiple choice examination. For these and other reasons, there is variation in the N's in the Tables dealing with enrollees.

The average student who took the multiple choice examination was able to choose approximately two-thirds of the correct

answers. The results compare favorably with those that would be expected in an upper division course in a good university.

Correlation between scores on items 1-15 (newspaper articles) and items 16-30 (Reader) was .62 ($N = 1295$, $p < .001$). Correlation between score on items 1-15 and total score on the examination was .87 ($N = 1325$, $p < .001$). Correlation between score on items 16-30 and total score was .90 ($N = 1305$, $p < .001$). The items composing the two parts of the examination were fairly equal in difficulty for those who took it.

Tables 8-16 provide insights into factors influencing achievement on the multiple choice examination. Table 8 shows that women obtained somewhat higher scores than men. Table 9 reveals no substantial age differences, with somewhat higher scores awarded to students over 30. As might be expected, Table 10 shows a systematic progression in mean total score from those with only junior high school education to those with graduate school experience; however, the range is less than 5 points. Table 11 indicates a systematic relationship between income and mean total score, but the differences are very small. Caucasians achieved higher mean scores than members of other races, as reported in Table 12. Table 13 demonstrates that "main reason for taking the course" was not a major factor in determining mean total score. Table 14 shows that those whose interest was stimulated by the course did better on the examination. Table 15 shows that those who thought the quantity of course

material was "about right" had the highest mean total score on the examination. According to Table 16, those who had taken other extension courses did better on the examination than those who had not.

Scores on a sample of essay examinations are being correlated with scores achieved by the same persons on the multiple choice examination. The results will be published at a later date.

Table 8

Sex, Broken Down by Mean Total Score

Sex	Mean Total Score	S.D.	N.
(1) Male	18.47	5.43	433
(2) Female	20.11	5.01	791
Total	19.52	5.15	1224

F = 10.28
df = 1/1221

$p < .01$

missing cases 541 or 30.6%

sex was unspecified in 4 cases

Table 9

Age, Broken Down by Mean Total Score

Age		Mean Total Score	S.D.	N.
(1)	Under 20 years old	17.76	5.20	49
(2)	20-30 years old	19.08	5.49	348
(3)	31-50 years old	19.84	4.94	609
(4)	51-64 years old	19.67	5.36	211
(5)	65 years old or above	20.00	6.72	8
	Total	19.51	5.19	1225

$F = 2.69$
$df = 4/1220$

$p < .05$

missing cases 544 or 30.8%

Table 10

Education, Broken Down by Mean Total Score

Education	Mean Total Score	S.D.	N.
(1) Junior high school	16.09	4.66	11
(2) High school	18.93	5.42	99
(3) Some college	19.21	5.21	580
(4) College graduate	19.97	5.37	334
(5) Graduate school	20.50	4.47	191
Total	19.57	5.15	1215

F = 4.39
df = 4/1210

$p < .01$

missing cases 544 or 31.3%

Table 11

Income, Broken Down by Mean Total Score

Income	Mean Total Score	S.D.	N.
(1) Under $10,000	18.74	5.77	191
(2) $10,000-14,999	19.34	5.25	329
(3) $15,000-19,999	19.64	4.97	276
(4) $20,000-24,999	19.96	5.052	179
(5) $25,000 or over	20.21	4.97	190
Total	19.55	5.194	1165

$F = 2.33$
$df = 4/1160$

$p < .10$

missing cases 604 or 34.1%

Table 12

Race, Broken Down by Mean Total Score

Race		Mean Total Score	S.D.	N.
(1)	Negro	17.85	5.21	33
(2)	Oriental	11.39	6.38	18
(3)	American Indian	17.00	3.16	4
(4)	Mexican American	16.75	6.70	12
(5)	Caucasian	19.79	5.02	1142
	Total	19.57	5.05	1209

F = 14.43
df = 4/1204

$p < .01$

missing casses 560 or 31.7%

Table 13

Main Reason for Taking Course,
Broken Down by Mean Total Score

Reason for Taking Course	Mean Total Score	S.D.	N.
(1) Enrichment-interest	19.66	5.35	428
(2) Work for degree	19.16	5.35	468
(3) Professional advancement	19.96	5.20	293
Total	19.53	5.18	1189

F = 3.46
df = 2/1186

$p < .05$

missing cases 579 or 32.7%

illogical response given in 1 case

Table 14

Evaluation of Stimulation of Interest by Course, Broken Down by Mean Total Score

Did Course Stimulate Interest?	Mean Total Score	S.D.	N.
(1) Yes	19.87	5.11	1027
(2) No	17.81	5.25	175
Total	19.55	5.131	1203

F = 15.09
df = 1/1202

$p < .01$

missing cases 564 or 31.9%

illogical response given in 3 cases

Table 15

Evaluation of Quantity of Course Materials,
Broken Down by Mean Total Score

Was Quantity of Course Materials:	Mean Total Score	S.D.	N.
(1) Too great	18.92	5.07	449
(2) About right	20.099	5.17	731
(3) Insufficient	16.76	5.83	21
Total	19.59	5.14	1201

F = 7.595
df = 2/1198

$p < .01$

missing cases 567 or 32.1%

illogical response given in 1 case

Table 16

Other Extension Courses Taken,
Broken Down by Mean Total Score

Other Extension Courses Taken?	Mean Total Score	S.D.	N.
(1) Yes	19.87	5.24	864
(2) No	18.89	5.05	343
Total	19.57	5.18	1207

F = 6.79
df = 1/1206

$p < .01$

missing cases 558 or 31.5%

illogical response given in 4 cases

B. Enrollee Characteristics

Course enrollees were mainly female (67%), over age 30 (66%), Caucasian (89%), residents of areas with less than 200,000 population (71%), and had annual family income of $15,000 or more (56%). Ninety-one percent had at least some college education, 82% had had a formal educational experience within the last five years, and 72% previously had taken other extension or adult education courses.

A disproportionately high percentage of enrollees (33%) were from rural areas or towns of 20,000 or less, where continuing and higher education might be less accessible than in urban centers.

The credit enrollees were fairly evenly divided among those working toward a degree (38%), those working toward professional advancement (29%), and those taking the course for enrichment or personal interest (33%). These figures would appear to indicate that the course was suitable for a variety of audiences with varying motivations.

Overall, persons taking the course for credit expressed strong approval of it. Eighty-five percent stated that the course had stimulated their interest in taking other courses in the future. Seventy percent indicated that their attitudes concerning the issues treated in the course had changed as a result of taking it. Sixty-two percent expressed a desire for more contact and discussion meetings. Sixty-two percent thought that the amount of course material was "about right," 36% said

the amount was "too great," and 2% felt that course material was insufficient.

A profile of the persons who took the course for credit is given on the following pages.

Profile of Persons Taking Course for Credit

N=1655

1. Sex:		
(1)	Male	33%
(2)	Female	67
	Total	100%
2. Age:		
(1)	Under 20 years old	4%
(2)	20-30 years old	30
(3)	31-50 years old	49
(4)	51-64 years old	16
(5)	65 years old or above	1
	Total	100%
3. Previous education (highest level completed):		
(1)	Junior high school	1%
(2)	High school	8
(3)	Some college	46
(4)	College graduate	27
(5)	Graduate school	18
	Total	100%

4. Race:

(1)	Negro	2%
(2)	Oriental	7
(3)	American Indian	1
(4)	Mexican or Spanish American	1
(5)	Caucasian	89
	Total	100%

5. Annual family income:

(1)	Under $10,000	17%
(2)	$10,000-14,999	27
(3)	$15,000-19,999	23
(4)	$20,000-24,999	16
(5)	$25,000 or over	17
	Total	100%

6. Main reasons for taking the course:

(1)	Enrichment or personal interest	34%
(2)	Working towards a degree	38
(3)	Professional advancement	28
	Total	100%

7. Have you taken any other extension, or continuing education, or adult education courses?

(1)	Yes	72%
(2)	No	28
	Total	100%

8. Have you taken any T.V., radio, or other media courses?

(1)	Yes	18%
(2)	No	82
	Total	100%

9. Number of years since your last formal educational experience (including Extension courses):

(1)	Less than 5 years	82%
(2)	5-10 years	8
(3)	11-15 years	3
(4)	16-20 years	3
(5)	21 or more years	4
	Total	100%

10. Size of your area of residence:

(1)	Rural	18%
(2)	Under 20,000	15
(3)	20,000-less than 200,000	38
(4)	200,000-500,000	14
(5)	Over 500,000	15
	Total	100%

11. Was quantity of course materials:

(1)	Too great	36%
(2)	About right	62
(3)	Insufficient	2
	Total	100%

12. Would you prefer more contact sessions for discussion of issues?

(1)	Yes	62%
(2)	No	38
	Total	100%

13. Did this course stimulate your interest in taking other courses (of any kind) in the future?

(1)	Yes	85%
(2)	No	15
	Total	100%

14. Have your attitudes concerning the issues treated in the course changed as a result of your taking this course?

(1)	Yes	70%
(2)	No	30
	Total	100%

V. SUMMARY AND CONCLUSIONS

At least fifteen million newspaper subscribers read one or more of the articles in the "America and the Future of Man" series. This occurred even though a very high percentage of the newspaper subscribers were unaware of the articles. In many newspapers, the series was not well-publicized.

The telephone surveys of newspaper subscribers showed that more than a fourth of the respondents aged 65 or over had read one or more of the articles in the series (Table 6). This is the highest percentage of readership for any age group. Today there are over 21 million persons aged 65 or over in the United States and the number of such persons is rising rapidly. Courses by newspaper appear to provide a very effective medium for reaching the elderly.

Since this was the first course by newspaper, there was no pre-existing appetite for this kind of educational experience. It takes time and continuing encouragement to involve people in an educational program as novel as a course by newspaper. The format used in the "America and the Future of Man" series may or may not be the optimum one for reaching a broad cross-section of the American public. There is need for further research and experimentation with format. It is clear, however, that courses by newspaper provide an opportunity to reach tens of millions of persons, never before involved in adult education, with attitude-changing information. Courses by newspaper,

properly developed and vigorously promoted, could have an immense impact on American life.

Those who purchased the kit of course materials, but who did not enroll for credit, were substantially the same kind of people as the enrollees. Ninety-two percent of the kit purchasers described themselves as "very satisfied" or "fairly well satisfied" with the kit. Only 4% of the kit purchasers had read none of the newspaper articles and 38% had read all of them. It appears that there is a huge unserved market among those who read newspapers and who are willing and able to purchase kits, but who do not wish to enroll in a course for credit.

As judged by student opinions and attainments, the course by newspaper on "America and the Future of Man" was a success. Overwhelmingly, students rated the course materials as good. Eighty-five percent stated that the course had stimulated their interest in taking other courses in the future. Seventy percent reported that their attitudes concerning the issues treated in the course had changed as a result of taking it. Given a difficult multiple choice final examination, persons with high school education or less did almost as well, on the average, as persons with college experience. Overall, the examination results compare favorably with those that would be obtained in an upper division class in a good university.

Appendix

SAN DIEGO EVENING TRIBUNE

I. Description of Field Work

The field work of the "Course by Newspaper Survey" took place Tuesday, February 19 through Saturday, February 23, 1974. Five hundred interviews were completed with San Diego Evening Tribune subscribers, by telephone. Names and addresses of subscribers were furnished by the circulation department of the San Diego Evening Tribune. Each area of Metropolitan San Diego was represented in the sample according to the number of subscribers residing in the area.

II. Summary of Results

"Good morning (afternoon, evening)! I'm calling for the University of California Extension about a course by newspaper on 'America and the Future of Man' which has appeared each Thursday in the San Diego Evening Tribune. The articles were on such topics as population growth, new developments in biology and medicine, and problems that face the United States. The series ran for 20 weeks.

1. "Have you read any of the articles in this series? How many of the 20 articles did you read?"

(1) One or two	6%
(2) Three to five	7
(3) Six to nine	3
(4) Ten	4
(5) Eleven to nineteen	2
(6) Twenty	2
(7) None of them	76
Total	100%

2. "Did any one else in your household read any of the articles? How many did he/she read?"

The respondents were asked to question other people in the household.

(1) One or two	3%
(2) Three to five	2
(3) Six to ten	1
(4) Eleven to fifteen	1
(5) Sixteen to twenty	1
(6) None, don't know, no other adult in home	92
Total	100%

3. "Were you aware that there was a course by newspaper in the San Diego Evening Tribune?"

The question was presented to the respondents who stated that they did not read any of the articles in the series.

(1) Yes	24%
(2) No	76
Total	100%

Questions 4 through 10 were presented only to respondents who had read one or more articles in the series or, if the respondents had not read any, to other members of the households who had read articles in the series.

4. "How interested are you in having other courses by newspaper of this type in the San Diego Evening Tribune? Would you say you are very interested, somewhat interested or not very interested?"

(1) Very interested	65%
(2) Somewhat interested	25
(3) Not very interested	10
Total	100%

5. "Why do you say that you are not very interested in any other courses by newspaper?"

This question was presented to the respondents who stated that they were not very interested in other courses by newspaper.

(1) Not interested in material of this kind	25%
(2) Don't need the credits	25
(3) Material is dull, too hard to understand	15
(4) Too busy	15
(5) Lacked time	8
(6) More for young people	8
(7) Newspaper too slanted, articles biased	8

Percentages total to more than 100 because of multiple answers.

6. "Is there any particular subject that you would like to see covered in a future course by newspaper?"

(1) No; don't know	35%
(2) History: English, Middle Eastern, California, San Diego	9
(3) Ecology and environmental problems	6
(4) Similar to articles presented	6
(5) Medicine	6
(6) Science	5
(7) Religion-comparative	3
(8) Geriatrics	3
(9) Sociology	2
(10) Health	2
(11) Economics	2
(12) Art	2
(13) Philosophy	2
(14) Government and political science	2
(15) Astronomy	2
(16) Geography	2
(17) Food, nutrition	2
(18) Astrology	2
(19) Education	2
(20) Psychology	2

Each of the following subjects was mentioned by fewer than 2% of respondents: oceanography, music, investments-finance, consumer information, energy, evolution, anthropology, botany, child care, human relations, literature, family relations, social security, courses in Spanis, travel, retirement, banking, law, police science.

Percentages total to more than 100 because of multiple answers.

7. "Do you have any other thoughts about courses by newspaper?"

(1) Course by Newspaper good idea, excellent, helpful etc.	52%
(2) No suggestions	29
(3) Course on current events	3
(4) Geography course needed	2
(5) Courses needed to help older people	2
(6) Articles too long, dull	2
(7) Course not needed, enough available in schools	2
(8) Difficult to learn outside of classroom situation	2
(9) Math and engineering can't be taught by newspaper	2

Each of the following comments was made by fewer than 2% of respondents: consumer affairs, communication, education, outer space, California history, and psychology courses needed.

Percentages total to more than 100 because of multiple answers.

8. "As you perhaps know, it was possible to obtain university credit for taking the course on 'America and the Future of Man'. What was your main reason for not enrolling in the course?"

(1) Lacked time	38%
(2) Don't need credits	37
(3) Didn't know it could be taken for credit	15
(4) Not interested in subject	7
(5) Cost	4
(6) Didn't know how to enroll	4
(7) Too much trouble to enroll, prepare for exams	3
(8) Other answers: course not applicable to needs; meant to take it but didn't; high school dropout; didn't know if eligible	4

Percentages total to more than 100 because of multiple answers.

9. "It was possible to buy a kit of materials that went with the course. What was your main reason for not ordering the kit?"

(1) Just never got around to it	20%
(2) Not interested in credit	20
(3) Didn't know it was available	19
(4) Not sufficiently interested in subject	14
(5) Lack of time	12
(6) Cost	8
(7) Age, poor health	4
(8) Course didn't meet needs	3
Total	100%

10. "Have you taken any extension, continuing education, or adult education courses during the last five years?"

(1) Yes	52%
(2) No	48
Total	100%

III. Cross Tabulations

Table 1

Readership

Related to

Age

	Age				
Readership	Under 20	20-30	31-50	51-64	65 and over
(1) Read one or more articles	20%	20%	25%	32%	27%
(2) Didn't read any articles	80	80	75	68	73
Total	100%	100%	100%	100%	100%

Table 2

Readership

Related to

Education

Readership	Last School Grade Completed				
	Junior High	High School	Some College	College Graduate	Graduate School
(1) Read one or more articles	17%	16%	34%	45%	33%
(2) Didn't Read any articles	83	84	66	55	67
Total	100%	100%	100%	100%	100%

Table 3

Readership
Related to
Sex

Readership	Sex: Males	Sex: Females
(1) Read one or more articles	28%	25%
(2) Didn't read any articles	72	75
Total	100%	100%

DENVER POST

I. Description of Field Work

The field work of the "Course by Newspaper Survey" took place Wednesday, February 20 through Monday, February 25, 1974. Five hundred interviews were completed in Denver, Colorado with subscribers of the Denver Post, by telephone. Names and telephone numbers were chosen according to a random procedure from the Denver Telephone Directory.

II. Summary of Results

"Good morning (afternoon, evening)! We're making a survey about a course by newspaper on 'America and the Future of Man' which has appeared each Thursday in the Denver Post. The articles were on such topics as population growth, new developments in biology and medicine, and problems that face the United States. The series ran for 20 weeks.

1. "Have you read any of the articles in the series? How many of the 20 articles did you read?"

(1) one or two	7%
(2) three to five	8
(3) six to nine	2
(4) ten	3
(5) eleven to nineteen	2
(6) twenty	2
(7) none of them	76
Total	100%

2. "Did anyone else in your household read any of the articles? How many did he/she read?"

(1) one or two	1%
(2) three to five	2
(3) six to ten	2
(4) eleven to twenty	2
(5) none, don't know, no other adults in home	93
Total	100%

3. "Were you aware that there was a course by newspaper in the Denver Post?"

This question was presented to the respondents who stated that they did not read any of the articles in the series.

(1) yes	27%
(2) no	73
Total	100%

Questions 4 through 10 were presented only to respondents who had read one or more articles in the series or, if the respondents had not read any, to other members of the households who had read articles in the series.

4. "How interested are you in having other courses by newspaper of this type in the Denver Post?"

(1) very interested	47%
(2) somewhat interested	43
(3) not very interested	10
Total	100%

5. "Why do you say that you are not very interested in any other courses by newspaper?"

This question was presented to the respondents who stated that they were not very interested in other courses by newspaper.

(1) too busy	42%
(2) not interested in material of this kind	33
(3) don't need the credits	33
(4) material is too dull, hard to understand	8
(5) prefer to take courses at school	8

Percentages total to more than 100 because of multiple answers.

6. "Is there any particular subject that you would like to see covered in a future course by newspaper?"

(1) no; don't know	50%
(2) history: state, local, political, Oriental	9
(3) Ecology and environmental problems	8
(4) energy problems	7
(5) medicine	4
(6) economics	4
(7) family relationships	4
(8) science	3
(9) general subjects	2
(10) more on future	3
(11) social issues	2

Each of the following subjects was mentioned by fewer than 2% of the respondents: race relations, religion, music, literature, nutrition, employment for senior citizens, astronomy, geology, child rearing, foreign policy, sports, mental health, retirement.

Percentages total to more than 100 because of multiple answers.

7. "Do you have any other thoughts about courses by newspaper?"

(1) no	69%
(2) course by newspaper good idea, excellent, helpful, etc.	23

Each of the following comments was made by fewer than 2% of the respondents: articles too long, dull, hard to read; good way to get education with gas shortage; course should be advertised more; course not thorough enough, too general; courses needed in politics, religion, race issues, life insurance, laws of different states.

Percentages total to more than 100 because of multiple answers.

8. "As you perhaps know, it was possible to obtain university credit for taking the course on 'America and the Future of Man'. What was your main reason for not enrolling in the course?"

(1) busy, lacked time	34%
(2) don't need credits	28
(3) ill health, age	11
(4) not interested in subject	10
(5) didn't know how to enroll	10
(6) too much trouble to enroll, prepare for exams	3
(7) didn't know it could be taken for credit	3
(8) other answers; cost, prefer to go to school	1
Total	100%

9. "It was possible to buy a kit of materials that went with the course. What was your main reason for not ordering the kit?"

(1) not sufficiently interested in the subject	28%
(2) didn't know it was available	28
(3) never got around to it	15
(4) not interested in credit	11
(5) lacked time	6
(6) cost	5
(7) didn't know where to get it	2
(8) other answers: course didn't meet needs, prefer classroom education, etc.	5
Total	100%

10. "Have you taken any extension, continuing education, or adult education courses during the last five years?"

(1) yes	46%
(2) no	54
Total	100%

III. Cross Tabulations

Table 1

Readership

Related to

Age

Readership	Age				
	Under 20	20-30	31-50	51-64	65 & over
(1) read one or more articles	13%	25%	22%	25%	34%
(2) didn't read any articles	87	75	78	75	66
Total	100%	100%	100%	100%	100%

Table 2

Readership

Related to

Education

Readership	Highest School Grade Completed: Junior High	High School	Some College	College Graduate	Graduate School
(1) read one or more articles	16%	17%	29%	30%	37%
(2) didn't read any articles	84	83	71	70	63
Total	100%	100%	100%	100%	100%

Table 3

Readership

Related to

Sex

Readership	Sex: Males	Sex: Females
(1) read one or more articles	32%	21%
(2) didn't read any articles	68	79
Total	100%	100%

SHREVEPORT TIMES

I. Description of Field Work

The field work of the "Course by Newspaper Survey" took place March 25 through March 29, 1974. Five hundred interviews were completed in Shreveport, Louisiana with subscribers of the Shreveport Times, by telephone. Names and telephone numbers were chosen according to a random procedure from the Shreveport Telephone Directory.

II. Summary of Results

"Good morning (afternoon, evening)! We're making a survey about a course by newspaper on 'America and the Future of Man' which appeared weekly in the Shreveport Times. The articles were on such topics as population growth, new developments in biology and medicine, and problems that face the United States.

The series ran for 20 weeks.

1. "Have you read any of the articles in the series? How many of the 20 articles did you read?"

(1) one or two	4%
(2) three to five	5
(3) six to nine	2
(4) ten	4
(5) eleven to nineteen	1
(6) twenty	2
(7) none of them	82
Total	100%

2. "Did anyone else in your household read any of the articles? How many did he/she read?"

(1) one or two	2%
(2) three to five	2
(3) six to ten	2
(4) eleven to twenty	2
(5) none, don't know, no other adults in household	92
Total	100%

3. "Were you aware that there was a course by newspaper in the Shreveport Times?"

This question was presented to the respondents who stated that they did not read any of the articles in the series.

(1) yes	23%
(2) no	77
Total	100%

Questions 4 through 10 were presented only to respondents who had read one or more articles in the series or, if the respondents had not read any, to other members of the households who had read articles in the series.

4. "How interested are you in having other courses by newspaper of this type in the Shreveport Times?"

(1) very interested	52%
(2) somewhat interested	33
(3) not very interested	15
Total	100%

5. "Why do you say that you are not interested in other courses by newspaper?"

This question was presented to the respondents who stated that they were not very interested in courses by newspaper.

(1) not interested in material of this type	36%
(2) material is dull	21
(3) not interested in information organized in course form	21
(4) don't need credits	21
(5) too busy	14
(6) prefer to take courses at school	7

Percentages total to more than 100 because of multiple answers.

6. "Is there any particular subject that you would like to see covered in a future course by newspaper?"

(1) no; don't know	39%
(2) history: state, local, political	11
(3) politics	10
(4) medicine	7
(5) education	5
(6) religion	4
(7) sex education	2
(8) general science	2
(9) constitution	2
(10) literature	2
(11) youth problems	2
(12) gardening	2
(13) weight loss, nutrition	2

Each of the following subjects was mentioned by fewer than 2% of the respondents: cooking, psychology, inflation, economics, sports, world affairs, math, investments, child rearing, art appreciation, accounting-income tax, music appreciation.

7. "Do you have any other thoughts about courses by newspaper?"

(1) no	75%
(2) courses on finance, budgeting, etc.	4
(3) courses for senior citizens, disabled	2

Each of the following comments was made by fewer than 2% of the respondents: have greater depth; more detailed courses; simpler language; income tax; energy crisis; outer space; graduate credit; politics; current writers; religion; economics; geography; science; drug abuse, employment.

8. "As you perhaps know, it was possible to obtain university credit for taking the course on 'America and the Future of Man,' What was your main reason for not enrolling in the course?"

(1) lacked time	29%
(2) don't need credits	27
(3) not interested in subject	14
(4) didn't know it was possible to get credit	12
(5) too much trouble to enroll and prepare for exams	4
(6) didn't know how to enroll	4
(7) physical disability; old age	4
(8) have taken similar course before	2
(9) cost	1
(10) no special reason	3
Total	100%

9. "What was your main reason for not ordering the kit?"

(1) didn't know it was available	28%
(2) not sufficiently interested in subject	24
(3) just never got around to it	13
(4) didn't want/need kit, just wanted to read article	13
(5) cost	7
(6) lacked time	7
(7) didn't know where to get it	2
(8) no special reason	6
Total	100%

10. "Have you taken any extension, continuing education or adult education classes during the last five years?"

(1) yes	28%
(2) no	72
Total	100%

III. Cross Tabulations

Table 1

Readership Related to Age

Readership	Age				
	Under 20	20-30	31-50	51-64	65 & over
(1) read one or more articles	22%	9%	21%	21%	19%
(2) didn't read any articles	78	91	79	79	81
Total	100%	100%	100%	100%	100%

Table 2

Readership
Related to
Sex

Readership	Sex: Males	Sex: Females
(1) read one or more articles	16%	19%
(2) didn't read any articles	84	81
Total	100%	100%

Table 3

Readership
Related to
Education

Readership	Highest School Grade Completed: Junior High	High School	Some College	College Graduate	Graduate School
(1) read one or more articles	9%	14%	22%	20%	54%
(2) didn't read any articles	91	86	78	80	46
Total	100%	100%	100%	100%	100%

HURON DAILY PLAINSMAN

I.. Description of Field Work

The field work of the "Courses by Newspaper" survey took place Friday, April 5 through Friday, April 12, 1974. Two hundred and fifty interviews were completed in Huron, South Dakota with subscribers of the Huron Daily Plainsman, by telephone. Names and address of subscribers were furnished by the circulation department of the Huron Daily Plainsman.

II. Summary of Results

"Good morning (afternoon, evening)! We're making a survey about a course by newspaper on 'America and the Future of Man' which appeared once a week in the Huron Daily Plainsman. The articles were on such topics as population growth, new developments in biology and medicine, and problems that face the United States. The series ran for 20 weeks.

1. "Have you read any of the articles in the series? How many of the 20 articles did you read?"

(1) One or two	11%
(2) Three to five	8
(3) Six to ten	3
(4) Eleven to twenty	5
(5) None of them	73
Total	100%

2. "Did anyone else in your household read any of the articles? How many did he/she read?"

(1) One or two	2%
(2) Three to five	1
(3) Six to twenty	2
(4) None, don't know, no other adults in home	95
Total	100%

3. "Were you aware that there was a course by newspaper in the Huron Daily Plainsman?"

This question was presented to the respondents who stated they did not read any of the articles in the series.

(1) Yes	51%
(2) No	49
Total	100%

Questions 4 through 10 were presented only to respondents who had read one or more articles in the series or, if the respondents had not read any, to other members of the household who had read articles in the series.

4. "How interested are you in having other courses by newspaper of this type in the Huron Daily Plainsman?"

(1) Very interested	33%
(2) Somewhat interested	52
(3) Not very interested	15
Total	100%

5. "Why do you say that you are not very interested in any other courses by newspaper?"

This question was presented to the respondents who stated that they were not very interested in other courses by newspaper.

(1) Too busy	56%
(2) Not interested in material	22
(3) Not interested in information organized in course form	11
(4) Material is dull; too hard to understand	11
Total	100%

6. "Is there any particular subject that you would like to see covered in a future course by newspaper?"

(1) No; Don't know	50%
(2) History: U.S., State, local, Indian, Black	10
(3) Social Issues	7
(4) Medicine	6
(5) Religion	6
(6) Psychology	6
(7) Art	6
(8) Economics	3
(9) Family relationships	3
(10) General subjects	3
(11) Political science	3

Each of the following subjects were mentioned by fewer than 2% of the respondents: education, general information on the U.S., right to life, writing, conservation work problems, women's liberation.

7. "Do you have any other thoughts about courses by newspaper?"

(1)	No	60%
(2)	Courses by newspaper good idea, excellent, helpful, etc.	15%

Each of the following comments was made by fewer than 2% of the respondents: not enough information given; reaches a wider audience and has an advantage over other media in that material can be saved and reused; add key questions at the end of articles; courses needed in psychology, nursing, and medicine.

8. "As you perhaps know, it was possible to obtain University credit for taking the course on 'America and the Future of Man'. What was your main reason for not enrolling in the course?"

(1) Don't need credit	41%
(2) Not interested in the subject	24
(3) Didn't know it was offered for credit	9
(4) Lacked time	6
(5) Too much trouble to enroll and prepare for exams	4
(6) Prefer classroom contact	3

Each of the following comments was made by fewer than 2% of the respondents: no graduate credit offered; 20 weeks is too long.

9. "What was your main reason for not ordering the kit?"

(1) Not interested in subject	33%
(2) Just didn't want it	23
(3) Didn't need to order it, had access to kit through study group, friend	12
(4) Didn't know it was available	10
(5) Never got around to it	7
(6) No time	5
(7) Old age, ill health	3
(8) Have already acquired that knowledge	3
(9) Other answers: just wanted to read articles, 20 weeks is too long	4
Total	100%

10. "Have you taken any extension, continuing education, or adult education courses during the last five years?"

(1) Yes	20%
(2) No	80
Total	100%

III. Cross Tabulations

Table 1
Readership Related to Age

Readership	Age				
	Under 20	20-30	31-50	51-64	65 and over
(1) Read one or more articles	--	10%	37%	21%	28%
(2) Didn't read any articles	100%	90	63	79	72
Total	100%	100%	100%	100%	100%

Table 2

Readership

Related to

Sex

Readership	Sex	
	Males	Females
(1) Read one or more articles	24%	28%
(2) Didn't read any articles	76	72
Total	100%	100%

Table 3

Readership
Related to
Education

Readership	Highest School Grade Completed: Junior High	High School	Some College	College Graduate	Graduate School
(1) Read one or more articles	--	21%	38%	60%	70%
(2) Didn't read any articles	100%	79	62	40	30
Total	100%	100%	100%	100%	100%

CHAMBERLAIN REGISTER

I. Description of Field Work

The field work of the "Courses by Newspaper Survey" took place Wednesday, April 10 through Friday, April 19, 1974. Two hundred and fifty interviews were completed in Chamberlain, South Dakota with subscribers of the Chamberlain Register, by telephone. Names and addresses of subscribers were provided by the circulation department of the Chamberlain Register.

II. Summary of Results

"Good morning (afternoon, evening)! We're making a survey about a course by newspaper on 'America and the Future of Man' which appeared once a week in the Chamberlain Register. The articles were on such topics as population growth, new developments in biology and medicine, and problems that face the United States. The series ran for 20 weeks.

1. "Have you read any of the articles in the series? How many of the 20 articles did you read?"

(1) one or two	11%
(2) three to five	14
(3) six to ten	4
(4) eleven to twenty	6
(5) none of them	65
Total	100%

2. "Did anyone else in your household read any of the articles? How many did he or she read?"

(1) one to two	2%
(2) three to five	7
(3) six to twenty	4
(4) none, din't know, no other adults in home	87
Total	100%

3. "Were you aware that there was a course by newspaper in the Chamberlain Register?"

This question was presented to the respondents who stated they did not read any of the articles in the series.

(1) yes	53%
(2) no	47
Total	100%

Questions 4 through 10 were presented only to respondents who had read one or more articles in the series or, if the respondents had not read any, to other members of the household who read articles in the series.

4. "How interested are you in having other courses by newspaper of this type in the Chamberlain Register?"

(1) very interested	24%
(2) somewhat interested	56
(3) not very interested	20
Total	100%

5. "Why do you say that you are not very interested in any other courses by newspaper?"

This question was presented to the respondents who stated that they were not interested in other courses by newspaper.

(1) too busy	26%
(2) not interested in material	32
(3) not interested in information organized in course form	16
(4) material is dull; too hard to understand	5
(5) prefer to take course at school	5
(6) don't need credit	16
Total	100%

6. "Is there any particular subject that you would like to see covered in a future course by newspaper?"

(1) no; don't know	68%
(2) history: state, local	4
(3) agriculture	3
(4) education	3
(5) literature	3
(6) politics & government	3

Each of the following subjects were mentioned by fewer than 2% of the respondents: Bi-centennial, sports competition, laws of the future, wholesale business, children, psychology, free enterprise, science, consumer education, the future, biography.

Percentages total to more than 100 because of multiple answers.

7. "Do you have any other thoughts about courses by newspaper?"

(1) no	43%
(2) courses by newspaper good idea, excellent, helpful, etc.	40
(3) more would take it if they had graduate credit	2
(4) real good for person teaching	2
(5) not the same as classroom, with discussions, etc.	2
(6) don't care for them, etc.	2

Each of the following comments was made by fewer than 2% of the respondents: interesting articles but not for college, didn't wish to have it in the newspaper.

8. "As you perhaps know, it was possible to obtain University credit for taking the course on 'America and the Future of Man'. What was your main reason for not enrolling in the course?"

(1) don't need credit	30%
(2) not interested in the subject	26
(3) lacked time	18
(4) enrolled in another course	6
(5) too old, ill, etc.	6
(6) didn't know you could enroll	3
(7) didn't get around to it	2

Each of the following comments was made by fewer than 2% of the respondents: cost, too much trouble to enroll, prepare for exams, don't know how to enroll, didn't read regularly, just didn't want to enroll.

9. "What was your main reason for not ordering the kit?"

(1) not interested in subject	47%
(2) didn't know it was available	21
(3) just didn't want it	7
(4) didn't need credit	7
(5) too busy	6
(6) shared kit	4
(7) just never got around to it	4
(8) other answers: too old, ill health, cost, didn't know where to get it	4
Total	100%

10. "Have you taken any extension, continuing education, or adult education courses during the last five years?"

(1) yes	26%
(2) no	74
Total	100%

III. Cross Tabulations

Table 1
Readership Related to Age

Readership	Age: Under 20	20-30	31-50	51-64	65 & over
(1) read one or more article	50%	36%	36%	36%	26%
(2) didn't read any articles	50	64	64	64	74
Total	100%	100%	100%	100%	100%

Table 2

Readership
Related to
Sex

Readership	Sex	
	Males	Females
(1) read one or more article	27%	39%
(2) didn't read any articles	73	61
Total	100%	100%

Table 3

Readership

Related to

Education

Readership	Highest School Grade Completed				
	Junior High	High School	Some College	College Grad.	Grad. School
(1) read one or more articles	17%	26%	48%	47%	88%
(2) didn't read any articles	83	74	52	53	12
Total	100%	100%	100%	100%	100%

COURSE BY NEWSPAPER SURVEY

Good morning (afternoon, evening)! We're making a survey about a course by newspaper on "America and the Future of Man" which has appeared each Thursday in the Denver Post. The articles were on such topics as population growth, new developments in biology and medicine, and problems that face the United States. The series ran for 20 weeks.

1. Have you read any of the articles in this series? How many of the 20 articles did you read? PLACE NUMBERS 0 (FOR NONE) THROUGH 20 IN CODE COLUMN TO THE RIGHT 1.____

2. Did any one else in your household read any of the articles? How many did he/she read? ASK THIS QUESTION IF PERSON IS HOME AND CAN BE QUESTIONED 2.____

3. IF RESPONDENT DID NOT READ ANY ARTICLES, ASK: Were you aware that there was a course by newspaper in the Denver Post? (1) yes; (2) no 3.____

IF NO ARTICLES WERE READ, SKIP TO # 11. IF RESPONDENT READ ONE OR MORE ARTICLES, CONTINUE:

4. How interested are you in having other courses by newspaper of this type in the Denver Post? Would you say you are: READ ALTERNATIVES (1) very interested; (2) somewhat interested; or (3) not very interested? 4.____

5. IF NOT VERY INTERESTED, ASK: Why do you say that you are not very interested in other courses by newspaper? (1) not interested in material of this type; (2) not interested in information organized in course form; (3) material is dull, too hard to understand, etc.; (4) prefer to take courses at school; (5) don't need the credits; (6) too busy DO NOT READ ALTERNATIVES 5.____
Other answers_____

6. Is there any particular subject that you would like to see covered in a future course by newspaper? 6.____
_____

7. Do you have any other thoughts about courses by newspaper? 7.____

8. As you perhaps know, it was possible to obtain university credit for taking the course on "America and the Future of Man". What was your main reason for not enrolling in the course? (1) cost; (2) don't need credits; (3) not interested in the subject; (4) lacked time; (5) too much trouble to enroll, prepare for exams, etc. (6) didn't know how to enroll DO NOT READ ALTERNATIVES 8.____
Other answers

9. It was possible to buy a kit of materials that went with the course. What was your main reason for not ordering the kit? (1) cost; (2) not sufficiently interested in the subject; (3) didn't know it was available; (4) just never got around to it; (5) didn't know where to get it
Other answers_____ 9.____

10. Have you taken any extension, continuing education, or adult education courses during the last five years? (1) yes; (2) no 10.____

NOW, HERE ARE SEVERAL QUESTIONS WE NEED IN ORDER TO COMPLETE OUR SURVEY. THEY WILL BE USED FOR STATISTICAL PURPOSES ONLY.

11. What age group are you in? Are you (1) under 20; (2) 20-30; (3) 31-50; (4) 51-64; (5) 65 or above 11.___

12. What was the highest grade you completed in school? (1) junior high school or below; (2) high school; (3) some college; (4) college graduate; (5) graduate school
Other answers_____ 12.____

13. Sex: (1) male; (2) female 13.____

Name of respondent_____

Telephone number _____

Name of interviewer_____

Date of interview_____

Kit Purchaser Survey

Respondents: Random sample of kit purchasers obtained from list

Method: Mail

Dates: March 23-April 15, 1974

No. of Completed Questionnaires: 252

II. Summary of Results

1. "Each week, over a period of 20 weeks, articles on 'America and the Future of Man' appeared in your local newspaper. The articles were on such topics as population groth, new developments in biology and medicine, and problems that face the United States. Approximately, how many articles did you read?"

(1) One or two	5%
(2) Three to five	10
(3) Six to nine	11
(4) Ten	10
(5) Eleven to fifteen	13
(6) Sixteen to nineteen	9
(7) Twenty	38
(8) None of them	4
Total	100%

2. "If you read fewer than ten of the newspaper articles, why didn't you read more of the newspaper articles?"

(1) Lacked time	65%
(2) Forgot to look for them	9
(3) Material was not interesting	8
(4) Was out of town	5
(5) Ill	5
(6) Material hard to understand	4
(7) Study kit wasn't useful, didn't learn anything	3
(8) Saved papers to read later, someone discarded them	1
Total	100%

3. "Did anyone else in your household read any of the newspaper articles? If yes, how many did he/she read?"

(1) One or two	5%
(2) Three to five	13
(3) Six to nine	3
(4) Ten	4
(5) Eleven to nineteen	2
(6) Twenty	8
(7) None of them	65
Total	100%

4. "As you perhaps know, it was possible to obtain university credit for taking the course on 'America and the Future of Man'. What was your main reason for not enrolling in the course?"

(1) Don't need the credits	40%
(2) Lacked time	29
(3) Cost	14
(4) Too much trouble to enroll, prepare for exams, etc.	7
(5) Did enroll, but dropped out	3
(6) Wanted to read for enjoyment	2
(7) Ill	2
(8) Other answers: left town; have taken similar courses; don't like exams; didn't know how to enroll	3
Total	100%

5. " If the course had been offered by correspondence, would you have enrolled for it?"

(1) Yes	33%
(2) No	63
(3) Perhaps	4
Total	100%

6. "Now here are some questions about the Kit. How did you first learn about the availability of the Kit?

(1) Newspaper	94%
(2) Friends/relatives	3
(3) On campus	2
(4) Other: TV; radio	1
Total	100%

7."As of this date, how many of the 11 units have you completed?"

(1) One	3%
(2) Two	8
(3) Three	8
(4) Four	7
(5) Five	6
(6) Six	7
(7) Seven	3
(8) Eight	5
(9) Nine	3
(10) Ten	2
(11) Eleven	21
(12) None	27
Total	100%

8. "Now many persons, including yourself, have used the reader?"

(1) One	34%
(2) Two	13
(3) Three or more	2
(4) None	51
Total	100%

9. "Have you used the Study Guide?"

(1) Yes	70%
(2) No	30
Total	100%

10. "Have you used the Self Tests?"

(1) Yes	45%
(2) No	55
Total	100%

11."Did you play the Soundsheet?"

(1) Yes	47%
(2) No	53
Total	100%

12. "Did you play the Future Game?"

(1) Yes	19%
(2) No	81
Total	100%

13."Have any of your attitudes concerning the issues treated in the Kit changed as a result of reading the Kit materials?"

(1) Yes	58%
(2) No	42
Total	100%

14. "Overall, how would you rate the level of difficulty of the materials in the Kit?"

Were they:

(1) Too difficult	8%
(2) Not difficult enough	8
(3) Just about right	84
Total	100%

15. "Overall, how satisfied were you with the Kit materials?"

(1) Very satisfied	51%
(2) Fairly well satisfied	41
(3) Not very satisfied	8
Total	100%

16. "If 'not very satisfied', please explain?"

(1) Not enough depth	13%
(2) Material dull, uninteresting	10
(3) Repetitious	10
(4) Didn't like games	10
(5) Nothing new-most of the material common knowledge	10
(6) Not helpful or informative	8
(7) Record player not available	7
(8) Kit arrived too late to be useful	7
(9) Didn't like detailed test	7
(10) Didn't like authors	3
(11) Not enough ethnic/racial content	3
(12) Material not coordinated	3
(13) Not enough controvery	3
(14) Not enough Women's Lib	3
(15) Would prefer tests with Study Guide	3
Total	100%

17. "Would you like to obtain learning materials on other subjects similar to the ones obtained in the Kit?"

(1) Yes	75%
(2) No	25
Total	100%

"If 'yes', which ones?"

(1) Psychology-human behavior	12%
(2) Government-political science-politics	9
(3) History	9
(4) Human relationships	8
(5) Religion-comparative religion	5
(6) Economics	5
(7) Ecology-the environment	5
(8) Medical topics-health education	4
(9) Anthropology	4
(10) Sociology	4
(11) Literature	3
(12) Art	3
(13) Philosophy-ethics	3
(14) Women's Studies	3
(15) Biology	3
(16) Current affairs	3
(17) Energy	3
(18) International affairs-peace	3

(continued)

(19)	Education	3
(20)	Geology	2
(21)	Career education-vocational planning	2
(22)	Business	2
(23)	Science	2
(24)	Geography	2

Each of the following subjects was mentioned by fewer than 2% of the respondents: astronomy, underdeveloped countries, Black Studies, gerontology, nutrition, personal finance, mathematics, creative writing, energy, music, agriculture, chemistry, physics, law for laymen, population control, Spanish, Russian studies.

Percentages total to more than 100 because of multiple answers.

18."Have you taken any extension, continuing education, or adult education courses during the last five years?"

(1) Yes	62%
(2) No	38
Total	100%

19. "Now here are several questions we need in order to complete our survey. They will be used for statistical purposes only. What age group are you in?"

(1) Under 20	2%
(2) 20-30	19
(3) 31-50	37
(4) 51-64	35
(5) 65 or above	7
Total	100%

20. "What was the highest grade you completed in school?"

(1) Junior high school	2%
(2) High school	13
(3) Some college	30
(4) College graduate	25
(5) Graduate school	30
Total	100%

21.Sex:

(1) Males	39%
(2) Females	61
Total	100%

22. Race:

(1) Caucasian	93%
(2) Black	3
(3) Mexican American	2
(4) Oriental	2
Total	100%

23. Annual family income:

(1) Under $10,000	28%
(2) $10,000-14,999	21
(3) $15,000-19,999	19
(4) $20,000-24,999	13
(5) $25,000 or over	19
Total	100%

24. Population of your area of residence:

(1) Rural	14%
(2) Under 20,000	18
(3) 20,000-less than 200,000	30
(4) 200,000-500,000	14
(5) Over 500,000	24
Total	100%

PLEASE DO NOT COMPLETE THIS QUESTIONNAIRE IF YOU WERE ENROLLED FOR CREDIT IN THE NEWSPAPER COURSE, "AMERICA AND THE FUTURE OF MAN"

Kit Purchaser Survey
March 1974

1. Each week, over a period of 20 weeks, articles on "America and the Future of Man" appeared in your local newspaper. The articles were on such topics as population growth, new developments in biology and medicine, and problems that face the United States. Approximately, how many of the 20 articles did you read? (If "none", indicate by a "0")_____

IF YOU READ FEWER THAN 10 OF THE NEWSPAPER ARTICLES, ANSWER Q. 2

2. Why didn't you read more of the newspaper articles? (check one or more)
   ____1. material was dull, uninteresting; ____3. lacked time;
   ____2. material was hard to understand; ____4. forgot to look for them
   Other answers-specify_____

3. Did anyone else in your household read any of the newspaper articles? If "yes", how many articles did he/she read? (If "none", indicate by a "0"):_____

4. As you perhaps know, it was possible to obtain university credit for taking the course on "America and the Future of Man." What was your main reason for not enrolling in the course? (check one)
   ____1. cost; ____2. don't need credits; ____3. lacked time;
   ____5. too much trouble to enroll, prepare for exams, etc.;
   ____6. didn't know how to enroll
   Other answers-specify_____

5. If the course had been offered by correspondence, would you have enrolled for it? ____1. yes; ____2. no

6. Now here are some questions about the Kit. How did you first learn about the availability of the Kit?
   ____1. newspaper; ____2. friends, relatives
   Other sources-specify_____

7. As of this date, how many of the 11 units in the READER have you completed?_____

8. How many persons, including yourself, have used the READER?____

9. Have you used the STUDY GUIDE?____1. yes; _____2. no

10. Have you used the SELF TESTS?____1. yes; _____ 2. no

11. Did you play the SOUNDSHEET? ____1. yes; ____2. no

12. Did you play THE FUTURE GAME? ____1. yes; ____2.no

13. Have any of your attitudes concerning the issues treated in the Kit changed as a result of reading the Kit materials? ____1. yes; ____2. no

14. Overall, how would you rate the level of difficulty of the materials in the Kit? Were they: ____1. too difficult; ____2. not difficult enough; ____3. just about right

15. Overall, how satisfied were you with the Kit materials? ___1. very satisfied; 2. fairly well satisfied; ___3. not very satisfied

16. IF "NOT VERY SATISFIED" IN Q. 14, PLEASE EXPLAIN

_____

_____

_____

17. Would you like to obtain learning materials on other subjects, similar to the ones contained in the Kit? ____1. yes;____2.no; If "yes", on what topics?_____

18. Have you taken any extension, continuing education, or adult education courses during the last five years? ____1. yes;___2.no

19. Now here are several questions we need in order to complete our survey. They will be used for statistical purposes only. What age group are you in? ____1. under 20;____2. 20-30; _____3. 31-50; _____4. 51-64; _____5. 65 or above

20. What was the highest grade you completed in school? ____1. junior high school;____2. high school;____3. some college; ____4. college graduate; ____5. graduate school

21. Sex: ____1. male; _____2. female

22. Race: (optional) ____1. Negro;____2. Oriental;_____3. American Indian;_____4. Mexican or Spanish American; _____5. Caucasian

23. Annual family income: (optional) _____1. under $10,000; _____2. $10,000-$14,999; _____3. $15,000-$19,999; _____4. $20,000-$24,999; _____5. $25,000 or over

24. Population of your area of residence: _____1. rural; ____2. under 20,000;____3. 20,000-less than 200,000; ____4. 200,000-500,000; ____5. over 500,000

25. Choose ONE of the following paperbacks as your gift. It probably will take at least a month before you receive the book.

____THE LIMITS TO GROWTH, by Donella H. Meadows and others
____AUTOMATION: ITS IMPACT ON BUSINESS AND PEOPLE, by Walter Buckingham
____THE BIOLOGICAL TIME BOMB, by Gordon R. Taylor
____CULTURAL PATTERN AND TECHNICAL CHANGE, by Margaret Mead
____THE INDIVIDUAL AND THE CROWD: A STUDY OF IDENTITY IN AMERICA, by Hendrik M. Ruitenbeek

Send book to(PRINT) Name_____Address _____
City_____ Zip _____

AMERICA AND THE FUTURE OF MAN EXAMINATION
February 1974

Questions 1-15 are based on newspaper articles and questions 16-30 relate to material in the America and the Future of Man Reader. There is only one correct answer for each question. Enter all answers on the answer sheet, using a #2 pencil. If you erase, do a thorough job.

1. According to Herrnstein: (1) true equality in society's rewards does not appear to be one of mankind's workable alternatives; (2) people's relative intellectual standing generally is not settled until age 18 or later; (3) IQ test scores are of little or no value in predicting school performance; (4) the competitive advantage enjoyed by bright people should be curtailed.

2. In his discussion of "the good life" Rogers contends that: (1) there has been substantial agreement on what constitutes "the good life" in different ages and by different groups; (2) the trend is toward rules of behavior and standards of morality that remain fixed throughout one's life; (3) the trend is away from the development of communes, encounter groups, and "underground" churches; (4) it is healthy for destructive impulses to be expressed when they first occur.

3. Boulding believes that: (1) the period of greatest change in Temperate Zone countries was during the period 1860-1920; (2) since 1920, there has been more technical change than social change; (3) the earth and human society fundamentally are an "equilibrium system"; (4) if the simple life style of 1500 A.D. Indians was adopted, North America could sustain 500 million people.

4. Kelman holds that: (1) members of the upper middle class have been the most vigorous opponents of extension of the rights of women and the ethnic minorities; (2) the working and lower middle classes feel threatened by the expanding movements for individual rights; (3) organized efforts to broaden the definition of individual rights in the United States first began after World War II; (4) on a percentage basis, there were more conscientious objectors in World War II than in any other U.S. war.

5. Packer states that: (1) the "Crime Control" model of justice emphasizes the individual rights of accused persons; (2) overuse of the criminal sanction has led to disrespect for the Rule of Law; (3) a law against arson exemplifies an "optional" use of the criminal sanction; (4) the 18th Amendment to the Constitution (Prohibition) exemplifies a "mandatory" use of the criminal sanction.

6. Kurland writes that: (1) there has been no decline in civility in this country in recent years; (2) the U.S. has more constitutional limitations on the Rule of Law than most governments; (3) the authors of the Constitution sought to provide a weak legislature and a strong executive; (4) technological innovations have tended to increase the power of the States over that of the Federal government.

7. Hardin holds that: (1) our fossil fuels will last another thousand years; (2) Malthus was right about the effects of population growth, but somewhat premature; (3) nuclear fusion power almost certainly will be operational before 2000 A.D.; (4) there is sufficient fuel for nuclear fission power to last for millions of years.

8. Which one of the following statements is true? (1) an example of technology is the application of knowledge about genetic transmission to prevention or management of genetic defects; (2) world population currently is expanding at a linear rate; (3) eugenics is another term for "mercy killing"; (4) clones differ from each other in physical appearance.

9. Revelle reports that: (1) birth rates tend to go up when conditions of life improve; (2) during the last 30 years, conditions of life in the poor countries have markedly deteriorated; (3) rapid population growth in the poor countries during the last 30 years has been due mainly to high birth rates; (4) in poor countries, per capita income rises more slowly than gross national income.

10. With which one of the following statements would Revelle disagree? (1) the annual increase in the average American's income is more than the total income of the average resident of India; (2) if we had sufficient energy, we could obtain all the metals we need from ordinary rock; (3) the quantity of energy needed to keep down pollution is approximately 40% of the total energy used; (4) if present rates of population growth were to continue throughout the 21st Century, the earth's population would increase to around 50 billion.

11. With which one of the following statements would Morrison disagree? (1) science is all three: hero, villain, and scapegoat; (2) once in a lifetime every person should have a chance to travel to another continent; (3) plant, beast, and man shared a common ancestor, some microorganism of the sea; (4) the condition of the impoverished nations can only get worse.

12. Glass states that: (1) most mutations produced experimentally by x-rays or chemicals are desirable or advantageous; (2) important commercial possibilities are envisaged for the plant which is a hybrid between a radish and a cabbage; (3) amniocentesis is the process whereby embryos are pretested for genetic defects prior to implantation; (4) superior animal ova and spermatoza should be stored for future use.

13. With which one of the following statements would Sinsheimer disagree? (1) man has undergone marked biological changes in the last ten thousand years; (2) it appears that man soon will be able to shape the course of his own evolution; (3) man is faced by immense moral and ethical problems arising out of recent biomedical research; (4) there is a possibility of producing human 100-tuplets.

14. Kass writes that: (1) Aldous Huxley's Brave New World describes a world characterized by love, friendship, science, curiosity and beauty; (2) a 25% increase in average intelligence indisputably would be good for mankind; (3) decisions on application of biological innovations should be exclusively in the hands of elected officials; (4) it is possible that creatures of human shape may survive but that human beings may become extinct.

15. Which one of the following statements was not mentioned by Saltman as an underlying act of faith that every scientist must hold? (1) there is order in the universe; (2) man can understand that order; (3) it is good to understand that order; (4) all that happens in the universe ultimately is for the best.

16. With which one of the following statements would Boulding (The Interplay of Technology and Values) disagree? (1) the "superculture" is worldwide in its scope; (2) traditional culture evokes more emotional involvement than the "superculture"; (3) schools are the principal instruments for transmission of traditional culture; (4) ethical values of mankind on the whole have arisen out of traditional culture.

17. According to Kelman (The Challenge of Change), the conviction of Lt. Calley is threatening to working class and lower middle class Americans because: (1) it implies a greater degree of individual responsibility for evaluating authoritative orders and deciding whether or not obedience would be appropriate; (2) they supported the Vietnam war;

(3) Calley did not have a fair trial; (4) Calley's psychiatric condition was not given due consideration.

18. According to Schwartz (The Noise: Cargo Cults in the South Seas): (1) Wapei, the Admiralty Islands youth, believed that cargo-laden ships would arrive miraculously and enrich everyone; (2) cults do not thrive if there is active opposition; (3) the cult phenomenon has no counterpart elsewhere in the world; (4) the paranoid ethos is a recent development in human history.

19. Hook (Social Protest and Civil Disobedience) says that: (1) all laws must be obeyed in all circumstances; (2) the law is to be obeyed only when the individual believes it is just; (3) Shays' Rebellion is an example of civil disobedience; (4) actions are civilly disobedient only when they are in deliberate violation of laws that have been sustained by the highest legislative and judicial bodies of the nation.

20. Hardin (The Tragedy of the Commons) believes that: the "population problem" can be solved by: (1) development of nuclear fusion power; (2) appeals to conscience; (3) coercion; (4) technological solutions.

21. Which one of the following statements is true? (1) no living organism has yet been produced by cloning; (2) a genetic code that contains two recessive genes for a trait is said to be heterozygous; (3) the basic material making up genes is DNA; (4) persons who are phenotypically alike always are genotypically alike.

22. Which one of the following statements is false? (1) surviving Stone Age societies, such as those of the Bushmen of South Africa, limit their population; (2) contraceptive methods first were introduced in Europe in the 18th Century; (3) family size appears to be inversely related to school performance; (4) even if our population had not grown at all during the last 30 years, there would still have been a great deal of environmental deterioration.

23. Which one of the following was not mentioned by Malthus (An Essay on the Principle of Population) as a check on population increase? (1) war; (2) famine; (3) disease; (4) slavery.

24. According to Morrison (Sciences May Beggar Predictions): (1) we should devote our energies to further development of strategic arms systems; (2) knowledge of brain functioning will be nearly complete by 2000 A.D.; (3) the chief task of science is to find food for the world's population; (4) by 2000 A.D. there will be a strong World Government.

25. Glass (The Future of Biological Man) states that: (1) modern medicine could ultimately lead to the deterioration of the human gene pool; (2) cystic fibrosis is inherited as a dominant; (3) interest in the use of negative eugenic measures is increasing; (4) power to make decisions in medical genetics should be vested exclusively in physicians.

26. Ellul (The Technological Society) argues that: (1) "technique" now dominates our society; (2) people will warmly embrace the projected "Golden Age" of 2000 A.D.; (3) Einstein was very knowledgeable about political and social matters; (4) the future of society should be placed in the hands of scientists.

27. Wiesner and York (National Security and the Nuclear-Test Ban) contend that: (1) increase in military technology leads inevitably to increased national security; (2) science and technology alone cannot extricate us from the dilemma in which we find ourselves; (3) technological surprise presents the primary danger to national security; (4) the military power of the United States has been steadily decreasing since the end of World War II.

28. Borlaug (Statement on Pesticides) says that: (1) agricultural chemicals are a prime factor in the deteroration of the environment; (2) hundreds of species of plants and animals have disappeared because of the use of DDT; (3) pesticides have actually helped to preserve wildlife and endangered species; (4) the need for agricultural chemicals to maintain food production has been grossly exaggerated.

29. Fletcher (New Beginnings in Life: A Theologian's Response) argues that: (1) the traditional "sanctity of life" ethic should be replaced by a "quality of life" ethic; (2) only positive eugenic measures can be justified; (3) the consequentialist ethic is unacceptable; (4) the cloning of human beings should be vigorously opposed.

30. Ramsey (Parenthood and the Future of Man) claims that: (1) man now has the wisdom to be his own creator; (2) the destruction of traditional parenthood would rob man of an essential feature of his humanity; (3) aspiring to godhood enhances humanistic propensities; (4) only through genetic manipulation made possible by the New Biology can species suicide be prevented.

Since this is a pioneer course by newspaper, we are attempting to evaluate its effectiveness. The following questions are included for that purpose. Please enter your answers in the appropriate spaces on the IBM answer sheet. You have our firm assurance that your answers will be used for statistical analysis only.

31. Sex: (1) male; (2) female.

32. Age: (1) under 20; (2) 20-30; (3) 31-50; (4) 51-64; (5) 65 or above.

33. Previous education (highest level completed): (1) junior high school; (2) high school; (3) some college; (4) college graduate; (5) graduate school.

34. Race: (1) Negro; (2) Oriental; (3) American Indian; (4) Mexican or Spanish American; (5) Caucasian.

35. Annual family income: (1) under $10,000; (2) $10,000-14,999; (3) $15,000-19,999; (4) $20,000-24,999; (5) $25,000 or over.

36. Main reason for taking this course: (1) enrichment or personal interest; (2) working towards a degree; (3) professional advancement.

37. Have you taken any other extension, or continuing education, or adult education courses? (1) yes; (2) no.

38. Have you taken any TV, radio or other media courses? (1) yes; (2) no.

39. Number of years since your last formal educational experience (including Extension courses): (1) less than 5 years; (2) 5-10 years; (3) 11-15 years; (4) 16-20 years; (5) 21 or more years.

40. Size of your area of residence: (1) rural; (2) under 20,000; (3) 20,000-less than 200,000; (4) 200,000-500,000; (5) over 500,000.

41. Was quantity of course materials: (1) too great; (2) about right; (3) insufficient?

42. Would you prefer more contact sessions for discussion of issues? (1) yes; (2) no.

43. Did this course stimulate your interest in taking other courses (of any kind) in the future? (1) yes; (2) no.

44. Have your attitudes concerning the issues treated in the course changed as a result of your taking this course? (1) yes; (2) no.

Please use the back of the IBM sheet for your comments about the course.